

This May Sale of Blouses Meets Every Woman's Desire

The warm summer days make double demand for Blouses. The sheer sorts are wanted, for their coolness as well as their daintiness. And then every woman wants double the usual number, because they must go into the tub so often, and one never has enough. So we've planned this May event to exactly meet the needtime of hundreds of women. We've bought the most wanted kinds—made of the most suitable fabrics for warm summer days—cool, dainty, comfortable; but also nicely made and durable. Of course we've got a quite remarkable price-story to tell about each group. That's why every woman will want from two to a dozen while such a rare opportunity is here. This is the story of the offerings:



1500 Wash Waists at Practically 1/2 Price

Beautifully made blouses of sheerest French and domestic voiles, batiste, organdies, exquisitely trimmed with fine laces, hand embroidery, tucked, hand drawn work, etc.

Waists Worth to \$2 at **95c** | Waists Worth to \$4 at **\$1.95** | Waists Worth to \$5 at **\$2.95**

Also Hundreds of Exquisite Summer Waists Trimmed With Real Fillet and Hand Drawn Work at Reductions to 25 to 33 1/3% Colored voiles—dotted swisses—embroidered in colors, etc. Tie-on models.



1,000 Georgette Crepe and Tricolette Blouses at Practically 1/2 Price

In newest ideas—beaded—braided—fillet and val lace trimmed. Blouse styles, overblouses, tie-on blouses, round neck, square neck, collarless. White, flesh, Bermuda, tea rose, French blue and maize.

Waists Worth to \$7.50 at **\$3.95** | Waists Worth to \$10 at **\$5.95** | Waists Worth to \$15 at **\$9.95**

Besides Endless Variety of High Grade Georgette Blouses at Reductions of 25 to 33 1/3%



EXTRA! Choice of All Coats, Wraps, Capes, Reductions 1/3 to 1/2



M & K

ROCK ISLAND

Silk Petticoats Reduced 1/3



SPECIAL: Choice of Silk Dresses Latest Styles. Reductions 1/3 to 1/2

10,000 Pairs of Women's HIGH GRADE Shoes

Pumps, Oxfords, Ties and Colonials

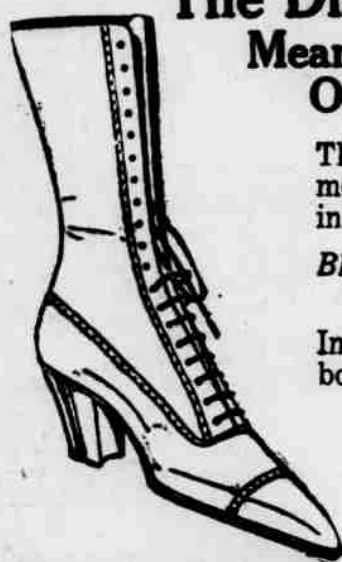
At a Reduction of 10% From Our Special Prices
An Actual Saving of 20% or More on Every Pair

EXTRA

Famous EDWIN CLAPP

Walking Oxfords For Women
Regular Price \$15,
On Sale at **\$13.50**

Less Than Today's Wholesale Cost



The Discount of 10% That We are Offering Means an Actual Saving to You of 20% or More On Every Pair of High Shoes and Low Shoes

This is your opportunity to supply your footwear needs for summer. Included in this sale are pumps, oxfords, ties and colonials in all the latest leathers and shades.

Black Kidskin, Brown Kidskin, Brown Calfskin, Patent Leather Buckskins, White Reingcloth

In hand turned and welt soles, high Louis and walking heels in both leather and wood covered. Widths AAA to D, sizes 2 1/2 to 8.

10,000 Pairs of Women's Latest Style Shoes and Low Shoes. Regular Prices Range from \$7.50 to \$16.50, On Sale at \$6.75 to \$14.95



New White Pumps, Oxfords Ties, Colonials

On Sale at a Discount of

10%

Compare Our Prices

Caseful After Caseful Women's Silk Hose Sale

As a companion sale to our special selling of shoes, we offer thousands of pairs of women's fine silk hose at savings of 25% to 33 1/3%.

Silk Stockings at \$1.35
Regularly \$1.80

Women's \$1.80 pure thread silk hose, made with mock seam leg and seamless feet. Black, white, grey, brown, navy. Special **\$1.35**

Silk Stockings at \$1.89
Regularly \$2.95

Women's \$2.95 pure thread silk hose with reinforced lisle garter top, fashioned leg. Black, white, and cordovan. Special at **\$1.89**

Silk Stockings at \$2.25
Regularly \$3.50

Women's \$3.50 full fashioned pure silk hose, elastic lisle tops. Black, white and cordovan. A remarkable sale at **\$2.25**

Silk Stockings at \$2.50
Regularly \$3.75

Women's \$3.75 full fashioned thread silk hose with lisle tops and reinforced heels and soles. Black and navy. Special at **\$2.50**

Silk Stockings at \$2.85
Regularly \$3.95

Women's pure thread silk clocked hose. Made full fashioned with lisle garter tops and soles. Black and Havana brown clocked in white, white clocked in black. Special at **\$2.85**

Women's 95c full fashioned lisle hose with reinforced soles and garter tops of lisle. Black, white and cordovan. Special at **69c**

Women's \$1.65 extra fine silk lisle hose, made full fashioned, wide elastic hem, tops and double sole and heel. Black, white, cordovan. Special at **\$1.15**

Wayne Knit fine cotton hose for women. Elastic hem top, reinforced heel and sole. Black and white. Special at 29c. Outsizes, special at **39c**

McCallum, Wayne Knit, Kayser and other well known lines of women's hosiery on sale at specially reduced prices.